News Release

IMMEDIATE RELEASE

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Effects of litter on wildlife focus of new education partnership

Edmonton, January 7, 2008 – Edmonton's Capital City Clean Up program and the Wildlife Rehabilitation Society are partnering to educate people about the effects of litter on local wildlife.

Approximately 95 per cent of wildlife patients brought to the Wildlife Rehabilitation Society of Edmonton are injured and/or orphaned due to human activity, such as littering. Some of the injuries result from coming in contact with litter, including being hit by a car while foraging for food on the side of the road, ingesting toxic materials from litter, or getting trapped in litter.

"Litter is a serious safety and health hazard to many species," said Cheryl Feldstein, Executive Director of the Wildlife Rehabilitation Society. "Food packaging, plastic bags, gum and cigarette butts can poison wildlife."

Don Belanger, Program Manager of Capital City Clean Up agrees. "Preventing litter is one of the best ways to protect Edmonton's wildlife. Pick up litter you find on the street or sidewalk and properly dispose of it in the nearest waste receptacle. And never discard garbage, including cigarette butts, from your vehicle."

The Wildlife Rehabilitation Society of Edmonton nursed approximately 900 wildlife patients in 2007. Today's launch was especially notable as the society also set free a Great Gray Owl which had recently been under their care.

For more information on how you can get involved in Capital City Clean Up please visit www.edmonton.ca/capitalcitycleanup. To report a wounded animal or for more information on the Wildlife Rehabilitation Society of Edmonton please visit www.wildlife-edm.ca or call the Wildlife Hotline Number at 914-4118.

Capital City Clean Up 2008 supports EcoVision Edmonton ®, the City's response to today's environmental challenges.

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About Edmonton:

Vibrant and culturally diverse, Edmonton is an ideal place to live, learn, work, invest and visit. Home to more than one million people and the global port to more than $100 billion in northern oil sands development, Alberta's capital is an economic powerhouse offering the nation's best combination of business opportunity and quality of life. Edmonton leads the world in healthcare research and innovation, education, and environmental stewardship. As Canada's Festival City and the Cultural Capital for 2007, Edmonton is alive with endless festivals, events, attractions, art and activities.

For more information on Edmonton, please visit our website at: www.edmonton.ca.

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